

## WHAT IS CLAIMED IS:

1. A method for controlling the distribution of information from an information provider processor to a plurality of recipient processors on a communications network, based on the geographic locations of the recipient processors the method comprising:
  - associating a respective positioning system with each respective recipient processor;
  - receiving location information from the positioning system associated with a given recipient processor, the location information corresponding to the general geographic location of the given recipient processor;
  - determining, from the location information, whether the geographic location of the given recipient processor is within a predefined location or region;
  - requiring additional information before providing the given recipient processor with access to first information in the event that the given recipient processor is determined to be within the predefined location or region.
2. A method as recited in claim 1, wherein requiring additional information comprises communicating a query to from the provider processor to the given recipient processor for the additional information.
3. A method as recited in claim 1, wherein requiring additional information comprises user age information.
4. A method as recited in claim 1, wherein the additional information comprises payment information.
5. A method as recited in claim 1, wherein the additional information comprises a user indication that a waiver, license or disclaimer is accepted..
6. A method as recited in claim 1, wherein the additional information comprises current time information.

7. A method as recited in claim 1, wherein the additional information comprises user identification information.

8. A method as recited in claim 1, wherein receiving location information comprises receiving location information over the network by the provider processor and determining comprises determining, by the provider processor, whether the geographic location of the given recipient processor is within a predefined location or region.

9. A method as recited in claim 1, wherein receiving location information comprises receiving location information by the given recipient processor and determining comprises determining, by the given recipient processor, whether the geographic location of the given recipient processor is within a predefined location or region.

10. A method for controlling the distribution of displayable content to a plurality of recipient processors, including first and second recipient processors, on a communications network, the method comprising:

associating a respective positioning system with each respective recipient processor;

associating a large format, electronic display device with each respective recipient processor;

locating each display device in a location viewable from an area in which a large number of people are expected to inhabit or pass;

communicating first displayable content over the network to the first recipient processor and communicating second displayable content over the network to the second recipient processor, the first displayable content corresponding to business establishments in the vicinity of the display device associated with the first recipient processor and the second displayable content corresponding to business establishments in the vicinity of the display device associated with the second recipient processor, wherein the first displayable content is different from the second displayable content.

11. A method as recited in claim 10, wherein communicating first and second displayable content comprises:

receiving location information from the positioning system associated with the first recipient processor, the location information corresponding to the general geographic location of the first recipient processor;

receiving location information from the positioning system associated with the second recipient processor, the location information corresponding to the general geographic location of the second recipient processor;

associating the geographic location of the first recipient processor with first content and the geographic location of the second processor with second content; and

communicating the associated first and second content to the respective first and second recipient processors.

12. A method as recited in claim 10, wherein locating each display device comprises locating the display device associated with the first recipient processor adjacent a theater entrance and wherein the first displayable content includes information relating to productions or shows scheduled for a showing in the theater.

13. A method as recited in claim 12, wherein the first displayable content further includes advertisement information relating to a business establishment near the theater.

14. A method as recited in claim 10, wherein locating each display device comprises locating the display device associated with the first recipient processor adjacent a theater entrance and wherein the first displayable content includes a clip of a portion of a production or show scheduled for a showing in the theater.

15. A method as recited in claim 10, wherein locating each display device comprises locating the display device associated with the first recipient processor adjacent a road or highway and wherein the first displayable content includes information relating to business establishments near the road or highway location of the display device associated with the first recipient processor.

16. A method as recited in claim 10, wherein locating each display device comprises locating the display device associated with the first recipient processor adjacent a highway or freeway off-ramp and wherein the first displayable content

includes information relating to business establishments accessible from that highway or freeway off-ramp.

17. A method as recited in claim 10, further comprising providing an advertiser interface for allowing advertisers in the vicinity of the area in which the display device associated with the first recipient processor is located to enter or modify content for inclusion in the first displayable content, and allowing advertisers in the vicinity of the area in which the display device associated with the second recipient processor is located to enter or modify content for inclusion in the second displayable content.

18. A method as recited in claim 17, wherein the advertiser interface comprises a web site.